

David Minnery

Graphic Design | Art Direction | Production

Experience

UTV Sports Magazine
Graphic Designer
03/20–Current

- Duties include: designing magazine covers for UTVSportsMag.com, building & updating websites, photo retouching, creating graphics for T-shirts & apparel, various social media outlets, advertisers & many other things.

The Practical IT Solution
Designer
07/16–08/19

- Designed logos, product packaging, brochures, advertisements & other things. Web design, HTML email building, production work & other duties for various clients & companies. As the solo designer at The Practical IT Solution, I wore many different hats.

Transamerica
Production Artist
04/16–07/16

(Temporary contract position)

- Print production work on Transamerica retirement print and digital materials.
- Designed digital folder icons, web buttons and HTML emails as well as a Photoshop action to automate time-consuming & recurring logo clipping requests for the company CMS.
- Photo retouching and correction.

The Integer Group
Production Artist
06/15–10/15

(Temporary contract position)

- Production work on many brands of cereal & product packaging, promotional & sales materials, print ads, shelf tags, product displays and other items.
- Die-cut and built 3D mock-ups, POS store displays, promotional items, shelf talkers, cereal boxes & product packaging to ensure that the items would print and assemble correctly.
- Production work on a wide variety of the many iconic brands that Integer handles such as Kellogg's (Rice Krispies, Apple Jacks, Special K, Kashi, etc.) P&G (Gillette, Crest, Clairol, etc.) Miller-Coors (Coors, Coors Light, Blue Moon, Miller) & Pepsi (Naked Juice).

Beneski Design
Freelance Designer
08/14–06/15

- Website design, magazine ad design and production, catalog design and production, product photography and retouching, Keynote presentations, digitization of logos to vector and wide variety of other things that changed constantly, depending on what was needed that day.

Dish Network
Production Artist
12/13–04/14

(Temporary contract position)

- Production and design work on a wide array of print pieces, billboards, ad photos, tradeshow signs and other projects.
- Designed the 2013 Annual Report Cover, a direct mail piece, assorted Hopper UI icons, call center desktop screens, 2014 Dish Retailer tradeshow environment signage and other items.

The Coleman Company
Creative Specialist
02/12–08/13

- Designed Coleman, Stearns, Sevylor, MadDog, Special Markets & AeroBed (and various other) catalogs for the US and Canadian markets.
- Collaborated with the Creative Director and Product Managers to design print ads, web ads, banners, trade show signage, brochures and other collateral from conception to completion.
- Updated old/inefficient production processes for catalogs, eCatalogs, print ads and package designs as part of the entirely new creative department.

Comega One
Graphic Designer
05/10–10/11

- Created advertising for local political candidates, Colorado water districts & other clients.
- Continually worked with absurdly tight deadlines to crank out advertisements, direct mail pieces, campaign signage and brochures—from concept to press—in mere hours.
- Responsible for all design work, print, media and art buying, press checks, print production, proof-reading and every other aspects of print design as the solo designer.

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Experience

- The Allen Company** • Designed product packaging for Allen Company, Winchester, Remington and other brands.
Graphic & Packaging Designer
06/09–05/10
- Established identity standards, style sheets and processes for new packaging design to help eliminate inconsistencies and errors, while increasing production speed.
 - Created package mock-ups for client presentation, (mainly Wal-Mart), produced and delivered files for very large print runs in the USA and Asia. Shot/retouched product photography, created technical drawings of concept products and newly developed products as well as working closely with Asian print vendors to produce correct packaging.
 - Created/introduced an FTP application to electronically transmit large files to Asia, eliminating weekly, inefficient and expensive overnight DVD shipments.
- DiningOut Magazine** • Designed and produced magazine layouts and advertisements—from concept to press—for publication in 14+ cities throughout North America, published on a rotating weekly basis.
Art Director
07/06–10/08
- Collaborated with Creative Director and Editors to maintain consistency (among the different cities) while continually evolving the look of the magazine, its features and its value to advertisers.
 - Purchased photography, hired and art directed photographers, established a logical, digital archival system for storage and backup of past issues and advertisements.
- Factory Design Labs** • Received art as rough sketches or ideas from Creative Director and brought it to final, press-ready status for many different publications, mediums and uses such as: print ads, web sites, banner ads, Flash games, interactive emails, CDs/DVDs, books, posters, banners, billboards, promotional items, clothing, etc.
Production Artist
10/04–01/06
- Retouched photography, created and re-created vector logos and archived past jobs.
 - Prepared advertisements and promotional materials for clients such as: Oakley, Brine Lacrosse, Outlook Music Co., Red Rocks, Optic Nerve, SnowSports Industries America, Sony Pictures, Copper Mountain, Winter Park, Palmer Snowboards, Airwalk and Adam Sandler.
- McClain-Finlon Advertising** • Duties included digital photo retouching, preparing files for print, web or PDF, large scale printing, book binding, mounting, mock-ups and building presentation boards & materials.
Production Artist
05/03–09/04
- Converted rough layouts to finished mechanicals for a variety of uses and applications.
 - Worked with clients such as Qwest, Johns Manville, Denver Zoo, Red Robin and Xcel Energy.
- Colorado Vespa (Piaggio USA)** • Sales, service, promotions and publicity for the busiest dealership in the USA (at the time) when the Vespa was brought back to the US after a 25 year absence.
Sales & Marketing
05/02–05/03
- Designed ads and promotional brochures, created an electronic customer database which tracked scooter sales, scheduled routine services and highlighted sales opportunities.
- Alfalfa's/Wild Oats Market** • Designed, produced and maintained consistent signage throughout store.
Art & Marketing Manager
01/99–04/01
- Planned and ran promotional events, designed the monthly store calendar, store decor etc.
 - Handled charity solicitation and donations, maintained department marketing budget.

Education

- Art Institute of Colorado** • Achieved Dean's list status for Academic Excellence several times
Graphic Design Program
1999–2002
- Graduated with an Associates Degree of Applied Science in summer 2002

Skills

Adobe CC 2022 (Photoshop • InDesign • Illustrator • Lightroom • Acrobat • Muse • Bridge Edge Animate + others) • WordPress • Sparkle • Cutting Master 2 • QuarkXPress • various FTP & CMS applications • Basic HTML/CSS + other assorted programs...